NEW BRANDS SUMMARY
CURRENTLY AVAILABLE DATA THROUGH WEEK ENDING 11/29/91

PM

NATIONAL/REGIONAL	VOLUME (MM)	RETAIL SHARE	SHIPMENT SHARE WEEK	4WK	CUME
Marlboro Medium	99.17	1.7 *	1.05	1.53	1.87
Bristol	150.90	1.4 *	1.59	1.79	1.49
Bucks	23.04	0.4 *	0.24	0.35	0.48
Cambridge Lowest	8.56	0.2 *	0.09	0.10	0.19
Bristol Lowest (Reg 2)	1.21	0.1 *	0.06	0.06	0.12
Commander (Reg 1,3,4,5)	3.08	0.1 *	0.04	0.04	0.07
TEST MARKET					
B&H De-Nic					
Arizona	0.20		0.24	0.16	0.48
Marlboro Ultra Lights					
Indianapolis (B/W)	1.63		1.54	1.38	1.16
Portland (R/C)	1.37		1.12	0.75	0.66
Nashville (R/W)	0.58		0.78	1.00	1.19
Bucks					
Arizona	0.42		0.37	0.25	0.60
Birmingham	0.28		0.30	0.41	0.59

COMPETITIVE

NATIONAL/REGIONAL	SHARE RETAIL	SHARE MONTHLY SHIPMENT
Camel Ultra Lights	0.4 *	0.1
Misty	0.7 *	0.8
Sterling (SG)	0.4 *	0.7
Bull Durham	0.3 *	0.3
Capri 120's	0.2 *	0.2
Magna (SG)	0.6 *	0.7
Camel 99	0.4 *	0.2
Winston Ultra Box	0.2 *	0.1
TEST MARKET		
Horizon		
Atlanta	0.4 #	0.1
St. Louis	0.4 #	0.1
Dallas	0.6 #	0.1
Dakota		
Houston (85's & 100's)	0.3 **	LT 0.1
Nashville (85's & 100's)	0.2 #	0.1
Arizona (Slide Box 85's)		0.1
Style		
New Orleans (PV)	0.8 #	0.1
Newport Half Pack		
Mississippi/Louisiana	0.7 *	0.2
Belair (SG)		
Maine	0.7 #	0.2

\# Retail Audit
* New Nielsen
** Convenience Scanning
**** Scanning Supermarkets
*** ICC

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Source: https://www.industrydocuments.ucsf.edu/docs/rggj0004